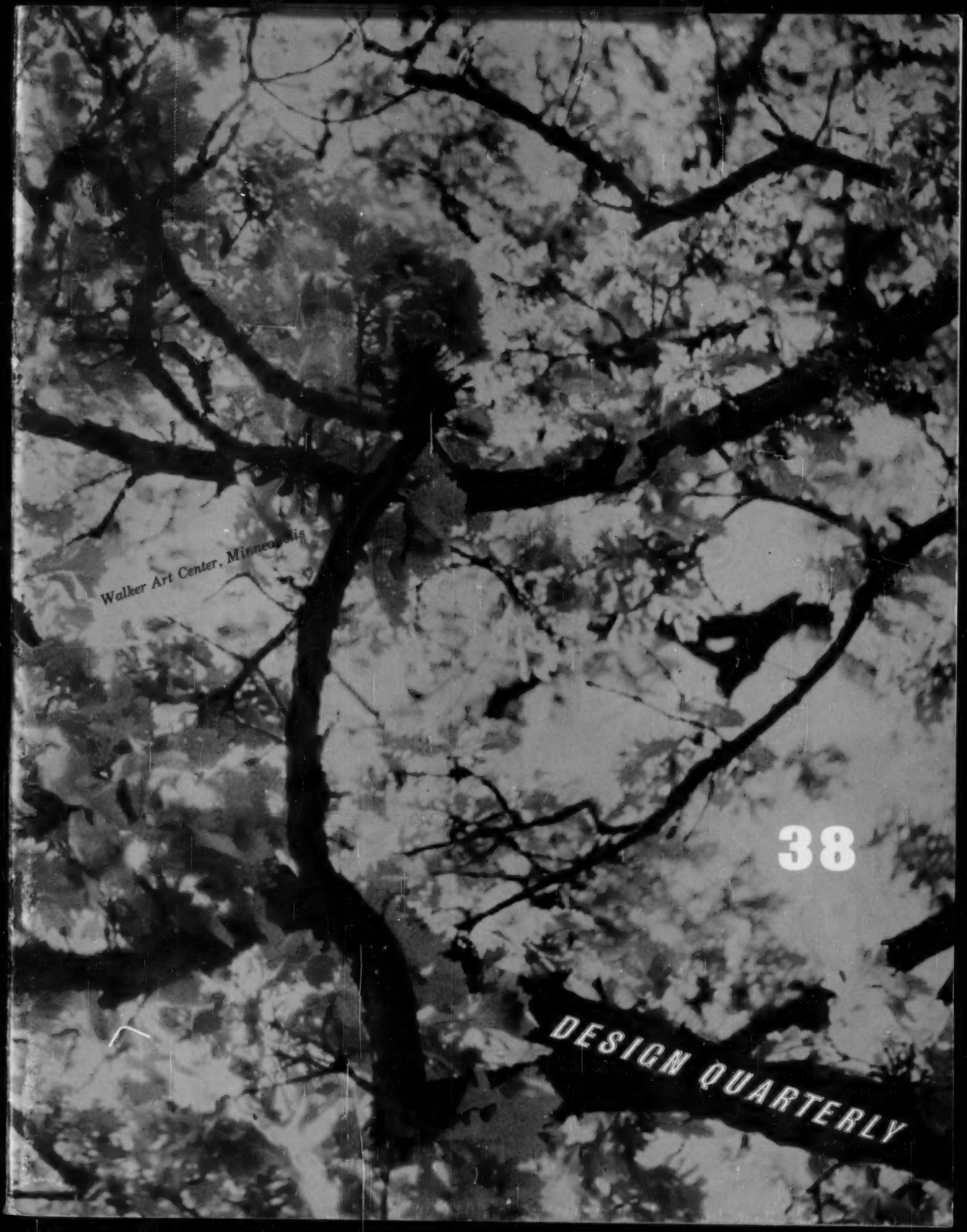

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DESIGN QUARTERLY

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DESIGN QUARTERLY

ISSUE NUMBER 38, 1957

Product Review *page 3*

Editor:
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Associates:
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RUTH DEAN *guest designer*
ERIC SUTHERLAND *photography*

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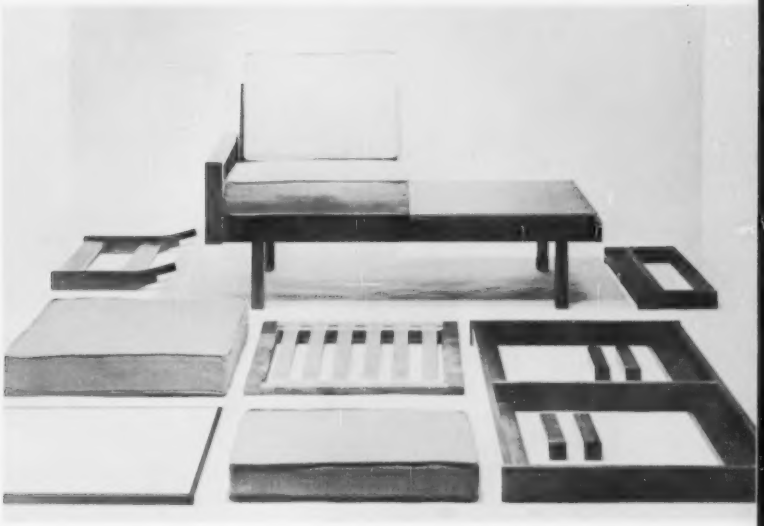
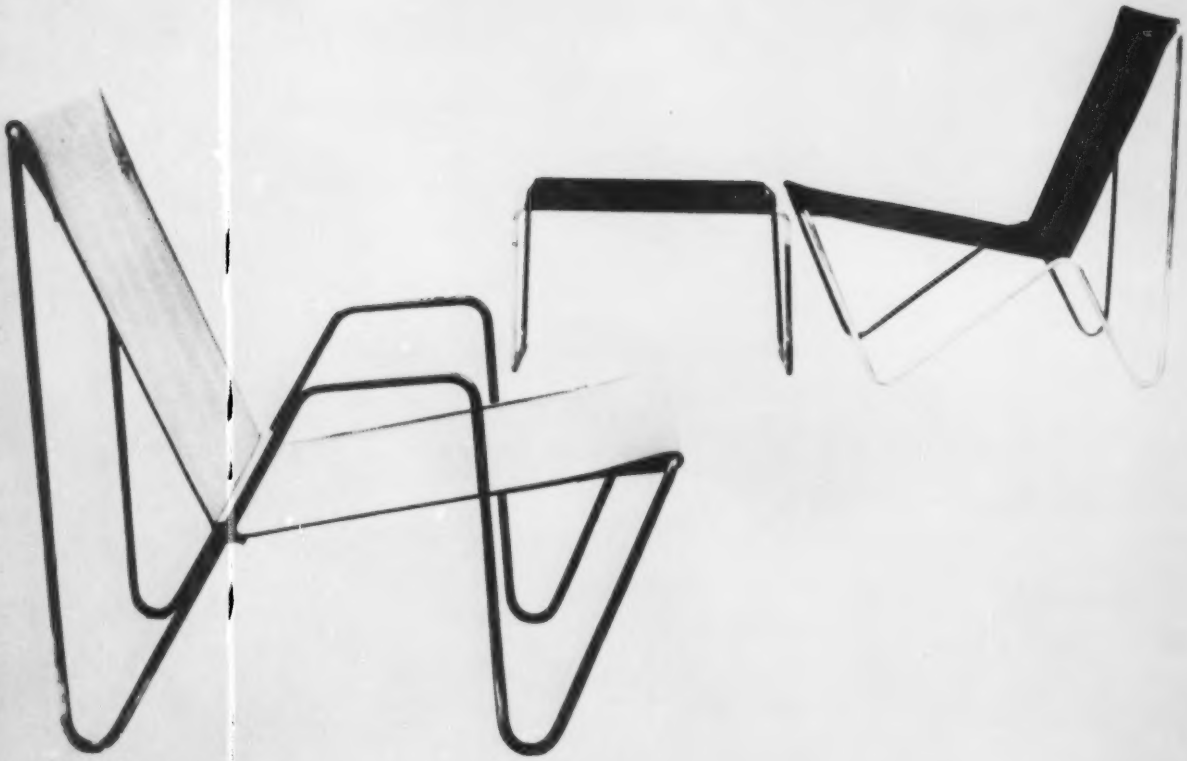
Design Gallery Walker Art Center
Useful Gifts Exhibition December 1956

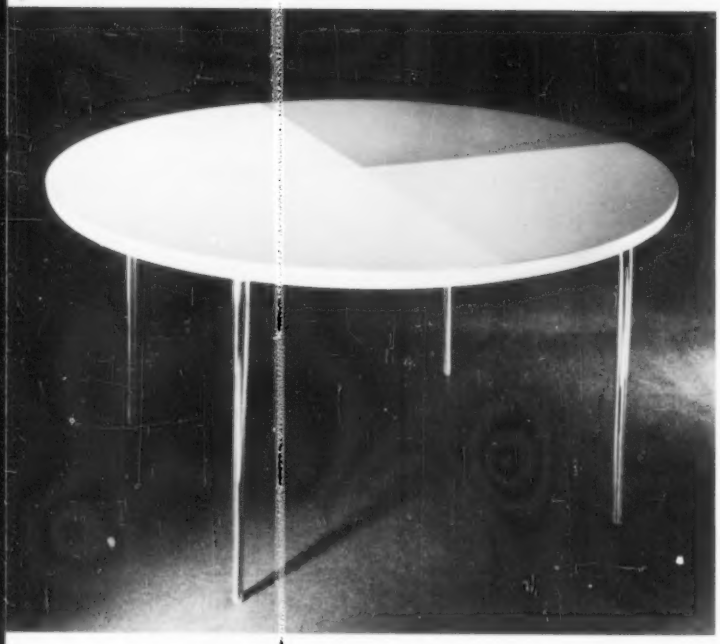
YOU will note that of the products selected for this Product Review, there are more of those that are of limited edition – that is, the handcrafted or semi-handcrafted products – than those that are mass produced. The craftsman is still his own master, working for a small audience. He does not have to work within the findings of a market research department or conform to the dictates of a consumer survey. Because his output is limited he can do things to please himself and be fairly assured of finding customers of similar taste. As a result, his work is usually more personal, purer, less watered down and less available. Only the artist who works with his hands and with small tools can afford to be experimental, and so his work often has importance and implications beyond the individual pieces he produces. The consumer reaches awareness through vicariously experiencing the artist's experimentation and in this way sees fresh possibilities. His enlightened demands will be reflected in the manufacturers' surveys, and so release to the retail market some of the best efforts of industrial designers, which are now stopped before they are put into production because they do not meet sales requirements as measured by consumer surveys.



item: Seating and table units
description: Natural walnut, foam rubber cushions, plastic tops, knock-down 24-inch modules. May be assembled in a variety of ways
designer: Martin Borenstein
manufacturer: Brown-Saltman of California



item: Stacking chairs
description: Knock-down to be assembled without tools or screws, metal tubing finished in weather resistant nickel or copper, poplin or leather seats and backs, stackable
designer: Verner Panton
distributor: George Tanier



item: Coffee table
description: Formica top in three colors, chrome legs, painted edge
designer: Staff designed
manufacturer: Thonet Industries

item: Dining or occasional chair
description: Walnut
designer: Gio Ponti
manufacturer: M. Singer & Sons

item: Light-weight stacking chairs
description: Rust-proof, nickel or copper finish, wrapped in plastic cord or wicker
designer: Verner Panton
distributor: George Tanier, Inc.

left to right, top
item: Swivel rocker chair
description: Adjustable rocking action. Seat and back of electrically welded steel rod, floating on a specially designed spring swivel unit. Low cost comfortable small lounge chair
manufacturer: Homecrest

item: Stacking chair
description: Aluminum and wood
manufacturer: Telescope Folding Furniture

item: Dining or occasional chair
description: Maple seat, back and frame
designer: Staff designed
manufacturer: Thonet Industries

left to right, bottom
item: Secretarial chair
description: Cast aluminum swivel base, adjustable back and seat covered in foam rubber
designer: Eero Saarinen
manufacturer: Knoll Associates

item: Chair
description: Walnut seat and back, maple frame
designer: Staff designed
manufacturer: Thonet Industries

item: Card-dining table
description: 34-inches square with a flip-top, felt lined storage compartment. Seats eight
designer: Richard Dillon, Jr.
manufacturer: Jens Risom

item: Lounge chair
description: Hand-forged steel frame and sculptured upholstered steel mesh
designer: Ben Seibel and Charles Stoll
manufacturer: Stand-Built Upholstery

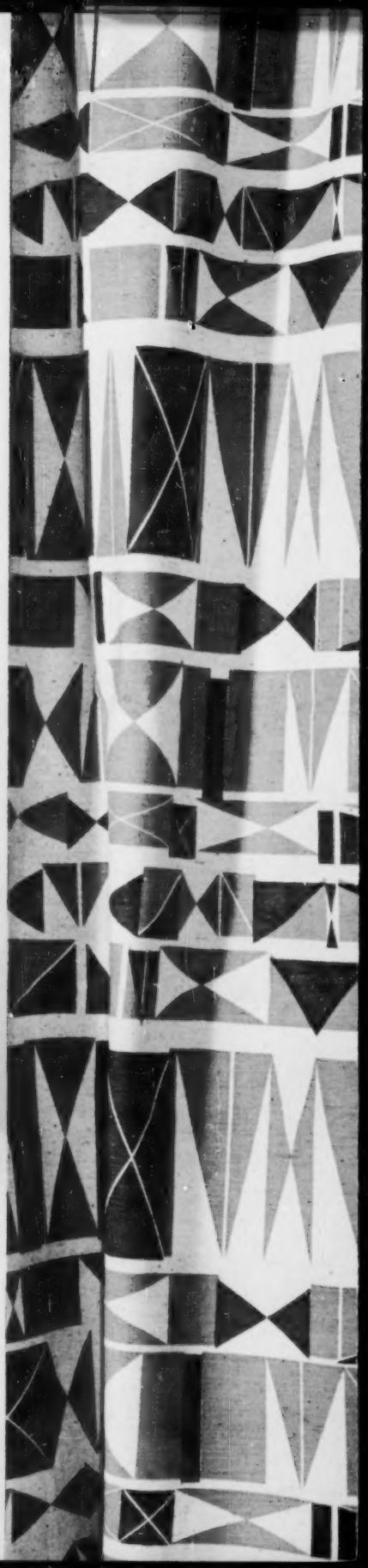
item: Sofa
description: Sculptured arms, length 88-inches
designer: Bertha Schaefer
manufacturer: M. Singer & Sons

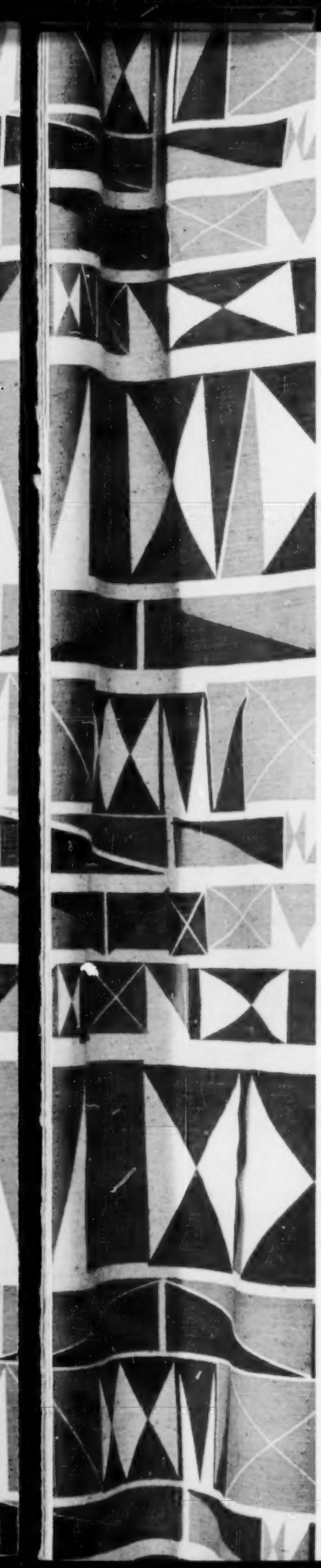
item: Dining table
description: White plastic laminate top, steel wire column, polished chrome finish, cast iron base, black porcelain finish
designers: Isamu Noguchi, chairs Bertoia
manufacturer: Knoll Associates

item: Double eggcup
description: White china
manufacturer: Arzberg

item: Beverage set
description: Clear crystal in six colors
designer: Raymond Loewy Associates
manufacturer: Fostoria Glass

item: Glasses
description: Several sizes, not all shown
designer: Freda Diamond
manufacturer: Libbey Glass





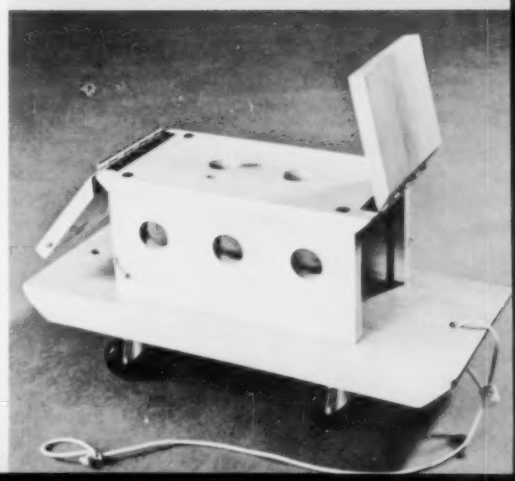
item: Candlesticks
description: Painted wood
distributor: Hemslöjdsföreningen

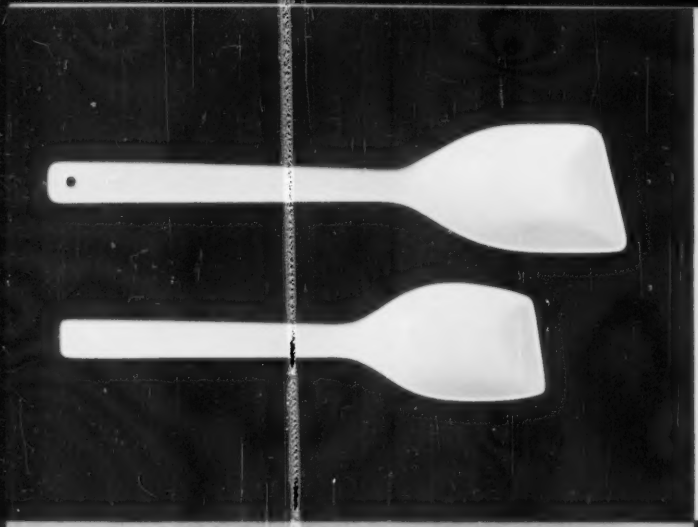
item: Fabric
description: "Semaphore," two color print
designer: Adler-Schnee Associates
manufacturer: Adler-Schnee Associates

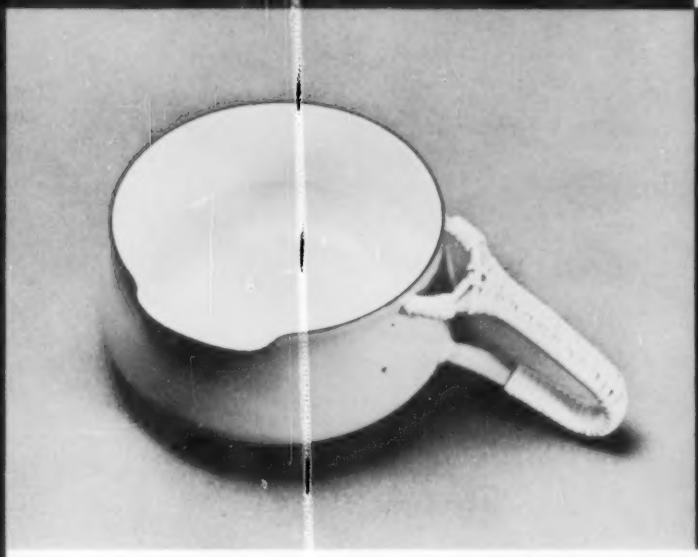
item: Cookie jar
description: Stoneware
designers: Alix and Warren MacKenzie
manufacturer: Alix and Warren Mackenzie

item: Teakettle
description: Brown ceramic flameware
designer: Stig Lindberg
manufacturer: Gustavsberg

item: Holiday ark
description: Wood construction,
strong enough to support 250 pounds
designers: Collis Hardenbergh and Mary Ann Jones
distributor: Holiday Toys







item: Mixing and serving spoons
description: White plastic
distributor: Nordiska Kompaniet

item: Cooking and serving dish
description: Enamel on steel, plastic-wrapped handle
designer: Jens H. Quistgaard
distributor: Dansk Design

item: Fry pan
description: Flameware ceramic
designer: Stig Lindberg
manufacturer: Gustavsberg

item: Bowls and pitcher
description: White china
designers: Bowls, Japanese anonymous
Pitcher, Raymond Loewy
manufacturer: Pitcher by Rosenthal

item: Small bowls
description: White porcelain
manufacturer: Made in Japan

item: Stacking tea pot
description: Ceramic
designer: Stig Lindberg
manufacturer: Gustavsberg

item: Casserole
description: Ceramic flameware
designer: Stig Lindberg
manufacturer: Gustavsberg

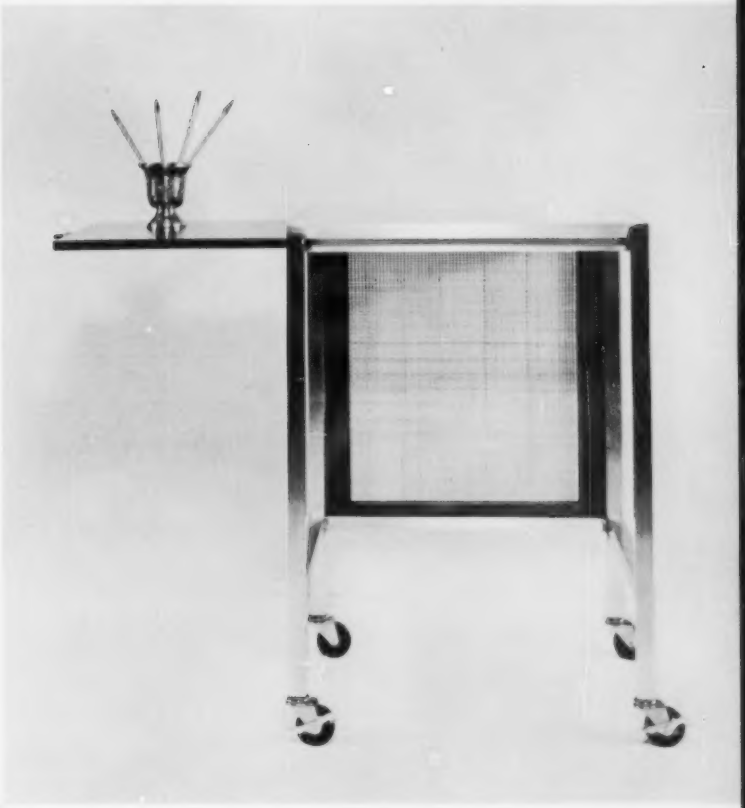
item: Small covered dish
description: White porcelain
manufacturer: Made in Japan

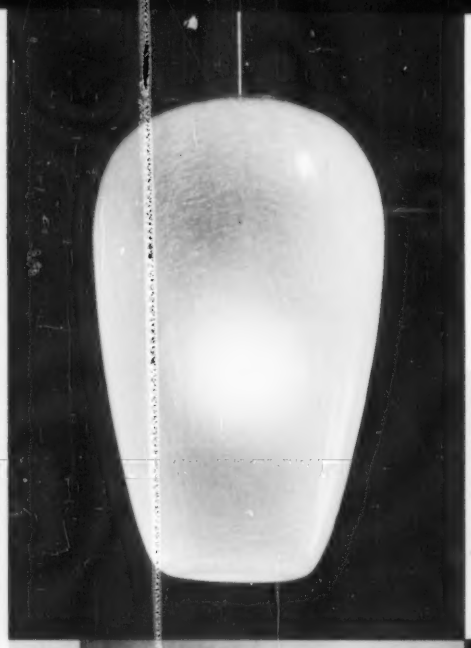
item: Vase
description: Stoneware, brown and gray glaze
designer: Alix and Warren Mackenzie
manufacturer: Alix and Warren Mackenzie

item: Ash tray
description: Heavy glass
manufacturer: Blenko

item: Casseroles
description: Ceramic flameware
designer: Stig Lindberg
manufacturer: Gustavsberg

item: Typing table
description: Magnesium frame finished in gold, silver or colors, walnut-framed cane panel, pull-out shelf, Formica top
designer: William Macowski
manufacturer: Mueller Metals





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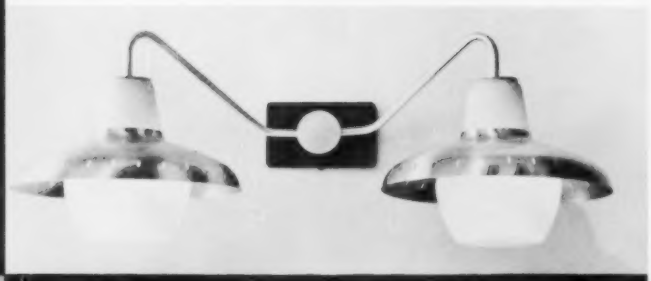

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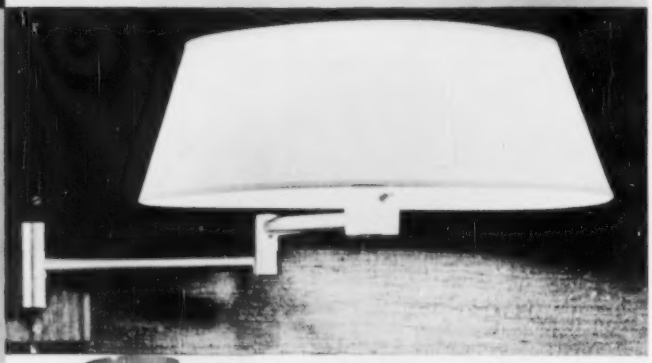

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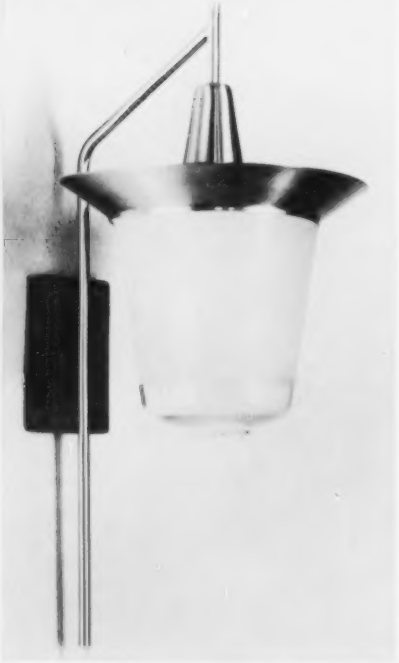

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1 item: Lighting fixture
description: Crackle glass, suspended on brass stem
designer: Joseph Kalmar
distributor: George Kovaks

2 item: Lighting unit
description: Opal satin finish, satin finished brass, walnut bracket
designer: Beverly Pick
manufacturer: Nessen Studio

3 item: Wall bracket lighting unit
description: Opal glass shielded by pierced brass shades, fastened with brass tubing to a walnut wall plaque
designer: Beverly Pick
manufacturer: Nessen Studio

4 item: Wall lamp
description: Swivel arm, fibre glass shade, walnut wall plaque
manufacturer: Nessen Studio

5 item: Lighting fixture
description: Spun aluminum shade, 12-inches long, wooden loop, white pulley cord
designer: Ernest L. Lowy
manufacturer: Koch & Lowy

6 item: Lamp
description: Opal satin finish, walnut bracket
designer: Beverly Pick
manufacturer: Nessen Studio

ADDRESSES

manufacturers and distributors of products illustrated

Adler-Schnee Associates, 7403 Puritan Avenue, Detroit, Michigan

Arzberg China, H. E. Lauffer Company, 1123 Broadway, New York

Blenko Glass Company, Milton, West Virginia

Brown-Saltman of California, 2570 Tweedy Boulevard, South Gate, California

Dansk Design, Copenhagen, Denmark

Fostoria Glass Company, Moundsville, West Virginia

AB Gustavsberg Fabriker, Gustavsberg, Sweden

Hemslöjdsföreningen, Halmstad, Sweden

Holiday Toys Inc., 2316 Lake Place, Minneapolis 5, Minnesota

Homecrest Company, 15 Colfax Avenue S. E., Wadena, Minnesota

Knoll Associates Inc., 575 Madison Avenue, New York 22

Koch & Lowy Mfg. Co., 201 East 34th Street, New York 16

George Kovacs, 872 Madison Avenue, New York 21

Libbey Glass Company, Ohio Building, Toledo, Ohio

Alix and Warren Mackenzie, R. R. No. 3, Stillwater, Minnesota

Mueller Metals Corporation, Grand Rapids, Michigan

Nessen Studio Inc., 5 University Place, New York 3

AB Nordiska Kompaniet, Hammgatan 18-20, Stockholm, Sweden

Jens Risom Design, Inc. 49 East 53rd Street, New York 22

Rosenthal-Block China Corporation, 21 East 26th Street, New York

M. Singer & Sons, 32-38 East 19th Street, New York 3

Stand-Built Upholstery Corporation, 220 East 23rd Street, New York 10

George Tanier, Inc., 521 Madison Avenue, New York

The Telescope Folding Furniture Company, Granville, New York

Thonet Industries Inc., One Park Avenue, New York 16

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9	Outdoor furniture and accessories
10	Product Design 1949
11	Textiles—hand- and power-loomed fabrics and their designers
13	Where to see everyday art—exhibitions
14	Product Design 1950
15	An outline of the tradition in good design to 1940
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EUROPEAN ART THIS MONTH *is a new magazine which was started a few months ago in Zurich, Switzerland by the American painter and critic James Fitzsimmons, known to readers of Design Quarterly for his articles on Gottlieb and Hofmann—Numbers 25 and 28.*

EUROPEAN ART THIS MONTH *is addressed to museum directors, librarians, gallery owners, collectors, artists—to everyone who is interested in factual, up-to-date information concerning art activities in Europe. It is not, primarily, a journal of opinion but of news.*

Contents of issues which have appeared so far have included accounts of recent and current exhibitions (especially museum exhibitions) all over Europe, long lists of new art books, news of salons, competitions and prizes, and of events and personalities in the European art world, descriptions of museum collections, auction results, a check list of special features in other European publications, and a monthly calendar of exhibitions on the continent and in the British Isles.

The magazine appears ten times yearly and is available by subscription ($6 for one year, $15 for three) from the publisher, whose address is: Froschaugasse 5, Zurich 1, Switzerland.